

**“Advertising in the Age of Alexa, AI, and Algorithms or:
How to Stop Worrying and Build Your Brand”**
MEJO 438.1/Spring 2023/Lou Killeffer

Description & Learning Objectives This is an ambitious, seminar-like course requiring active classroom participation exploring advertising and brand theory and their rapidly evolving best practices in response to decades of *continuous digital disruption*.

Through selected readings, class discussion, student research, and live interface with some of today’s most enlightened, real-world practitioners, we’ll investigate:

- How the never-ending cascade of content on powerful platforms shapes both attitudes and behavior, indeed, how we live our lives, with profound consequences for our shopping behavior, purchase decisions, and the marketing strategies designed to engage consumers through *“advertising”*.
- How and why many previously proven marketing communications methods, and entire ad-based business and service models, have been challenged, destroyed, and discarded.
- How and why the fundamental objectives and tools in creating brand-based relationships remain remarkably constant in a dynamic arena driving changes in technology, culture, and commerce, and...what all this might mean for those students seeking a career in the maturing or emerging wings of a rapidly evolving profession...

Class 3:30-4:45pm, Monday & Wednesday, Curtis Media Center, Room 201/202

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Office Hours As I maintain a full schedule at my agency, I technically have no office hours at the University but am happy to speak with any student by phone or email. I can also arrive before or stay after class to discuss anything *by appointment*. Please just email me to schedule a convenient time.

Attendance Your attendance is expected in order to complete the course. If you must miss class, let me know *before* class via email. You can’t miss more than *three* classes without sufficient reason or notice. *If you do your final grade will be lowered by five points* regardless of your performance.

Class Participation This course requires your *active engagement and participation*. You’re expected to direct your attention to the class and our work when we’re in session. Please come prepared, be an active listener,

share relevant thoughts and opinions, and add to each class discussion. This isn't an environment where you can successfully participate if you're not fully engaged. *Multi-tasking during class with web-based devices dramatically reduces your ability to contribute and ultimately your grade.*

Critical Thinking Marketing, advertising, and business in general require: an open and curious mind; creativity in all its forms; a willingness to continue learning; the free exchange of ideas; and insight driven critical thinking and analytical reasoning - the ability to confidently "*connect the dots*".

Working in Teams Business also increasingly depends on the collaboration and performance of cross-functional teams. *This has always been true of the ad agency and in-house agency models and will be essential to your work, growth, and success in this class.*

Original Research Project You will have a three-month long team research assignment to further investigate and understand media usage, advertising awareness and avoidance, brand awareness, and shopping behavior. Investigating, *for example*: how much time students spend on various media platforms and formats; how much and what kind of marketing and/or advertising students see daily; how aware they are of the amount they consume; how they're actually responding to it, pro and con, and *why*; what personal information students willingly share and what information they will not share; as well as what, if any, concerns students may have about cookies, data capture, and/or privacy, etc.

The assignment will require your team's choice of the research sample, going in hypotheses, the overall research design - including applying specific research methods and tools - and a comprehensive report on your methods and key findings. Your report will be both a formal 15-minute Oral Presentation to the Class with accompanying Q&A (where you'll be expected to answer questions thoughtfully and thoroughly as your answers will influence the appraisal of your work), and a bound and a digital copy of your completed project. You'll find prior student examples here:

- Presentation <https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:82b8005f-cd13->
- Presentation/d/1mB34cTeC1dNnpXpb6tRHN3DnbP2VVMGX1B33Z6
- Presentation/d/1nc6XwT8FbFeLQ6frMFHbbwl_T7bm7RWDBa_bTd

Guest Speakers active in advertising, marketing, and public relations - *who're quite literally writing the current book on what you're studying* - will join us as the course progresses. We'll provide each of them *a concise list of questions before hand* to ensure their visit and your learning are most rewarding.

Required Reading Our class discussion, and your exams, will proceed from the following:

- **Confessions of an Advertising Man, David Ogilvy, 2013 edition.** Chapter I *How to Manage an Advertising Agency*; Chapter II *How to Get Clients*; Chapter III *How to Keep Clients*; Chapter IV *How to Be a Good Client*; Chapter V *How to Build Great Campaigns*
- **Frenemies: The Epic Disruption of the Ad Business (and Everything Else), Ken Auletta, 2018.** Introduction; Chapter 1 *The Perfect Storm*; Chapter 2 "Change Sucks"; Chapter 3 *Goodbye Don Draper*; Chapter 5

Anxious Clients; Chapter 7 *Frenemies*; Chapter 9 *The Privacy Time Bomb*; Chapter 10 *The Consumer as Frenemy*; Chapter 12 *More Frenemies*; Chapter 13 *Marketing Yak-Yaks and Mounting Fear*; Chapter 14 *The Client Jury Reaches its Verdict*; Chapter 16 *Mad Men to Math Men* Chapter 17 *Dinosaurs or Cockroaches*; Chapter 18 *Goodbye Old Advertising Axiom*

- **ZAG: The Number One Strategy of High-Performance Brands**, Marty Neumeier, 2007. Introduction; Part 1 *Finding Your Zag*; Part 2 *Designing Your Zag*; Part 3 *Renewing Your Zag*
- **The Belief Economy: How to Give a Damn, Stop Selling, and Create Buy-In**, David Baldwin, 2017. Key: John Replogle’s Forward; Introduction; Chapter I *A New Kind of Consumption and Why it Might Consume You*; Chapter III *Capitalism as a Force for Good, Proving Once and For All, Karl Marx was a Schmuck*; Chapter IV *Why You Should Think of Your Brand as a Verb*; Chapter VI *You Don’t Have to Live Like a Saint to Save the World*; Chapter VII *How to Become a Belief Driven Brand by Doing Good*; Chapter VIII *The Crime of the Century: The Great Social Media Hoodwink*
- **Topic Summaries:**
 - [*Advertising in the Age of Alexa*](#)
 - *Keeping Current*
 - [*David Ogilvy on First Principles*](#)
 - *Mary Wells Lawrence*
 - *Women, and Men, in Marketing*
 - [*How to Build a Dynamic Brand*](#)
 - [*"Hey Alexa, what just happened here?"*](#)
 - [*Frenemies by Ken Auletta*](#)
 - *Facebook*
 - *Facebook 2020*
 - *Facebook-Meta*
 - *Google*
 - *Google 2021*
 - [*The Genius of Iconic Brands*](#)
 - *Amazon*
 - *Amazon 2021*
 - *Certification as Continuing Education*
 - [*Consumer Centric Companies*](#)
 - *Personalized Marketing*
 - *Ecommerce/FB 2021*
 - *Voice Search*
 - [*What your brand Sounds like*](#)
 - *Social Media During COVID-19*
 - *2020 Holiday Shopping*
 - *2020 Marketing Trends*
 - *Ad Blockers 2021*
 - *Client/Agency Challenges*
 - [*Challenges CMOs Face Today*](#)
 - *Chatbots 2021*
 - *Soaring Mobile Ad Spend*
 - [*Lifting-the-veil-on-surveillance-capitalism*](#)
 - *"The Goal is to Automate Us..."*
 - [*Age of Surveillance Capitalism*](#)
 - *The Privacy Paradox*
 - *Artificial Intelligence*
 - *Artificial Intelligence 2021*
 - [*For Whom the Bell Tolls*](#)
 - [*Mad Men Seek Math Men*](#)
 - [*Mad Men Seek Math Men the Sequel*](#)
 - [*Looking for a Reason to Believe*](#)

Please note: *If, for any reason, you’re disinterested in participating in class, creativity, critical thinking, the required reading, project-based learning, the perspectives of speakers from the profession, or uncomfortable with close collaboration with your student peers then this is not the class for you!*

Evaluations follow the University’s model:

<u>Grade</u>	<u>% Required</u>	<u>Grade</u>	<u>% Required</u>
A	93	C+	77
A-	90	C	73
B+	87	C-	70
B	83	D+	67
B-	80	D	60
C+	77	F	59 and below

Final Semester Grades comprise your individual performance and the work you complete with your project team.

Individual Component

- Class Participation 20%
- Mid-Term Exam 20%
- Final Exam 20%

Team Component

- Take Home Exam 10%
- Research Project 30%

Seeking Help If you need individual assistance, it's your responsibility to meet with the professor. If you're serious about improving your performance in the course, the time to seek help is as soon as you're aware of an issue, whether the issue is difficulty with the course material, a disability, or an illness.

Syllabus Changes I reserve the right to make changes to the syllabus, including project due dates and test dates. Any and all changes will be announced as early as possible.

Accreditation The Hussman School of Media and Journalism's accrediting body outlines a number of values and competencies designed to build your abilities in twelve specific areas by the time you graduate. My interest and emphasis fall on these three:

- *Think critically, creatively, and independently.*
- *Conduct research and evaluate information by methods appropriate to the communications professions in which they work.*
- *Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.*

Class Schedule Which very well may change to accommodate the needs of the class or our guests...

Class 1 Jan 9

Welcome to Continuous Disruption & Why It's Here to Stay...
Introduction, Overview, Expectations, Syllabus & Reading List,
Student Questionnaires, LK, Sherpa, Research Project

- Class 2 Jan 11 *Advertising in the Age of Alexa, AI, and Algorithms or: How to Stop Worrying and Build Your Brand* Research Project Teams Assigned, Calendar Review
 Read: [Advertising in the Age of Alexa](#). [Confessions of An Advertising Man](#), Chapter I *How to Manage an Advertising Agency*; Chapter II *How to Get Clients*
- No Class Jan 16 Martin Luther King Day
- Class 3 Jan 18 *Introducing David Ogilvy: the “Father of Advertising”*
 Read: [Confessions of An Advertising Man](#), Chapter III *How to Keep Clients*; Chapter IV *How to Be a Good Client*; **Topic Summary: Keeping Current**
- Class 4 Jan 23 *David Ogilvy “The Father of Advertising” and his Children*
 Read: [David Ogilvy on First Principles](#), [Confessions of An Advertising Man](#), Chapter V *How to Build Great Campaigns*; **Topic Summaries: Mary Wells Lawrence; Women, & Men, in Marketing**
- Class 5 Jan 25 *From Commodity to Product to Brand and Team Research*
Project Discussion: Sample, Hypotheses, Methodology, and Design
 Read: [How to Build a Dynamic Brand](#)
- Class 6 Jan 30 *How to Create and Sustain a Dynamic Brand*
 Read: **Topic Summaries: Facebook; Google; Facebook 2020; Google Spring 2021**
- Class 7 Feb 1 *Facebook and Google: “The Digital Duopoly”*
 Read: [Frenemies](#), Introduction, Chapter 1 *The Perfect Storm*; Chapter 2 “Change Sucks”; Chapter 3 *Goodbye Don Draper*; [Frenemies by Ken Auletta](#). **Topic Summaries: Facebook-Meta; Google Fall 2021**
- Class 8 Feb 6 *There are Brands - and Then There are Iconic Brands*
 Read: [The Genius of Iconic Brands](#). **Topic Summaries: Amazon, Amazon 2021; Personalized Marketing, Ecommerce/FB 2021**
Project Team Take Home Exam Assigned
- Class 9 Feb 8 *The Twelve Characteristics of Consumer Centric Companies*
 Read: [Defining Characteristics of Consumer Centric Companies](#) and [Frenemies](#), Chapter 5 *Anxious Clients*; **Topic Summaries: Certification as Continuing Ed; Voice Search**

No Class	Feb 13	Carolina “Well-Being” Day
Class 10	Feb 15	<i>Agency or Client: Taking Orders versus Making Decisions?</i> Read: Trust the Challenges CMOs Face Today . Topic Summaries: Client/Agency Challenges; Age of Ad Blockers; Ad Blockers Update 2021 Project Team Take Home Exams Due
Class 11	Feb 20	<i>Amazon’s Most Critical Insight</i> Read: Frenemies , Chapter 7 <i>Frenemies</i> & Chapter 9 <i>The Privacy Time Bomb</i> and Topic Summaries: <i>The Privacy Paradox</i> ; <i>Chatbots</i> ; <i>Chatbots 2021</i>
Class 12	Feb 22	<i>The “Most Personal Device” Anyone’s ever had is Also the Most Dominant Ad Platform with 7.2BN Global Users Who’re Always On</i> Team’s Research Project Discussion Read: Topic Summaries: <i>Soaring Mobile Ad Spend</i> ; <i>Social Media During COVID-19</i> ; <i>2020 Holiday Shopping</i> ; <i>2020 Marketing Trends</i>
Class 13	Feb 27	<i>The Seismic Ad Shift From Creating Interest to Intent: Predicting Behavior and the Rise of “Surveillance Capitalism” - And Course Gut Check...</i> Read: Lifting-the-veil-on-surveillance-capitalism Age of Surveillance Capitalism here? Topic Summaries: “ <i>The Goal is to Automate Us</i> ” <i>Artificial Intelligence</i> ; <i>Artificial Intelligence 2021</i>
Class 14	Mar 1	Review and Prep to Midterm Exam Read: Frenemies , Chapter 10 <i>The Consumer as Frenemy</i> ; Chapter 12 <i>More Frenemies</i>
Midterm Exam	Mar 6	Concise Answers from Your Reading & Our Class Discussions
Class 16	Mar 8	<i>So, what’s New at You Tube these Days?</i> Guest Speaker: Lee Morris, Partner Operations Manager, Media Company Creators, YouTube Read: “Hey Alexa, what just happened here?”
Class 17	Mar 20	<i>A Different Kind of Agency, Built to Help Brands Win.</i> Guest Speaker: Grace Ricks, Senior Manager, Sales Factory, Raleigh Read: Frenemies , Chapter 13 <i>Marketing Yak-Yaks, and Mounting Fear</i> ; Chapter 14 <i>The Client Jury Reaches its Verdict</i> ; Chapter 16 <i>Mad Men to Math Men</i>

Class 18	Mar 22	<u><i>The View from Manhattan</i></u> . Guest Speaker: Anushkaa Jain, Consultant, Kantar, NYC on her experience in the marketing world: what goes on, what she learned in school that she's using now and what matters most and what doesn't in succeeding at her job. Read: <i>For Whom the Bell Tolls</i> ; <i>Frenemies</i> , Chapter 17 <i>Dinosaurs or Cockroaches</i> ; Chapter 18 <i>Goodbye Old Advertising Axioms</i>
Class 19	Mar 27	Team Research Project: Check-In Read: <u>ZAG</u> Intro; <i>Part 1</i> , <i>Part 2</i> , <i>Part 3</i>
Class 20	Mar 29	Discuss Reading from Classes 16, 17, 18, and 19
Class 21	Apr 3	<i>Looking for a Reason to Believe</i> Read: <u>Looking for a Reason to Believe</u> ; <u>The Belief Economy</u> , Forward; Introduction; Chapter I <i>A New Kind of Consumption and Why it Might Consume You</i> ; Chapter III <i>Capitalism as a Force for Good, Proving Once and For All, Karl Marx was a Schmuck</i> ; Chapter IV <i>Why You Should Think of Your Brand as a Verb</i>
Class 22	Apr 5	Team Research Project: Final Check-In Read: <u>The Belief Economy</u> , Chapter VII <i>How to Become a Belief Driven Brand by Doing Good</i> ; Chapter VIII <i>The Crime of the Century-ish: The Great Social Media Hoodwink</i>
Class 23	Apr 10	<u><i>On the Metaverse and the Future of Privacy</i></u> . Guest Speaker: Patrick Givens, Product Marketing Manager, Privacy, Meta. Read: <u>Yes it matters what your brand sounds like</u> .
Class 24	Apr 12	<u><i>Just What the Heck, is, MarTech?</i></u> Guest Speaker: Mary Blanks, CMO, Klearly, Research Triangle. Read: <u>Mad Men Seek Math Men</u> .
Class 25	Apr 17	Review and Prep to Final Exam
Class 26	Apr 19	Research Project Presentations - Teams 1, 2, and 3
Class 27	Apr 24	Research Project Presentations - Teams 4, 5, and 6
Class 28	Apr 26	Research Project Presentations - Teams 7, 8, and 9
Final Exam	May 4	Concise Answers from Your Reading & Our Class Discussions



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